

Downtown-Waterfront Shuttle and Commuter Lot Shuttle

**Monthly Report
September 2006**

Prepared by the

Santa Barbara Metropolitan Transit District



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This report provides an evaluation of the performance of the Downtown-Waterfront Shuttle, the Wharf Woody, and the Carrillo Lot Shuttle.

DOWNTOWN-WATERFRONT SHUTTLE AND WHARF WOODY

The Downtown-Waterfront Shuttle serves a variety of markets. While the service is oriented to tourists and shoppers, it is also useful for Santa Barbara residents for quick and convenient trips along the waterfront and State Street.

Ridership

As shown in Table 1, total ridership (one-way trips) on the Downtown-Waterfront Shuttle and Wharf Woody combined increased from 47,508 trips in September 2005 to 50,268 in September 2006. The increase of 2,760 trips represents a 5.8 percent increase. Ridership increased on all segments of the service (i.e., State Street, East Beach, West Beach, and the Wharf Woody). September 2005 had 21 weekday service days and 9 weekend service days, and September 2006 had 20 weekday service days and 10 weekend service days.

**TABLE 1
Downtown-Waterfront Shuttle & Wharf Woody Ridership**

Route Segment	September		Change		Jul. through Sep.		Change	
	FY 2007	FY 2006	Number	Percent	FY 2007	FY 2006	Number	Percent
State Street	38,113	36,738	1,375	3.7%	141,528	148,443	-6,915	-4.7%
East Beach	6,166	5,575	591	10.6%	31,751	32,855	-1,104	-3.4%
West Beach	3,212	3,097	115	3.7%	14,500	12,242	2,258	18.4%
<i>DWE Total</i>	<i>47,491</i>	<i>45,410</i>	<i>2,081</i>	<i>4.6%</i>	<i>187,779</i>	<i>193,540</i>	<i>-5,761</i>	<i>-3.0%</i>
Wharf Woody	2,777	2,098	679	32.4%	10,966	4,829	6,137	127.1%
<i>Grand Total</i>	<i>50,268</i>	<i>47,508</i>	<i>2,760</i>	<i>5.8%</i>	<i>198,745</i>	<i>198,369</i>	<i>376</i>	<i>0.2%</i>

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain) formerly required from 30 to 35 minutes (depending on the season and the time of day). Now, a round trip requires up to 45 minutes at peak times. While MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in time required for each trip. The frequency of the service has decreased correspondingly.

MTD staff will continue to monitor the performance of the Downtown-Waterfront Shuttle and Wharf Woody services, and is conducting additional marketing efforts. Redesigned passenger information cards with detachable perforated pocket-sized schedules are now distributed at more than twenty locations along the route, including lodging establishments and the visitors' center. Additional enhanced marketing efforts are described below. Historical ridership by month beginning in fiscal year 1997 is presented in Table 4A.

Revenue Hours

Total revenue hours of service on the Downtown-Waterfront Shuttle and Wharf Woody decreased from 1,286 hours in September 2005 to 1,253 hours in September 2006, as presented in Table 2. Historical revenue hours by month beginning in fiscal year 1997 are presented in Table 4B.

TABLE 2
Downtown-Waterfront Shuttle & Wharf Woody Revenue Hours

Route Segment	September		Change		Jul. through Sep.		Change	
	FY 2007	FY 2006	Number	Percent	FY 2007	FY 2006	Number	Percent
State Street	899	914	-15	-1.6%	3,034	3,322	-288	-8.7%
East Beach	185	207	-22	-10.6%	919	956	-37	-3.9%
West Beach	89	93	-4	-4.3%	422	423	-1	-0.2%
<i>DWE Total</i>	<i>1,173</i>	<i>1,214</i>	<i>-41</i>	<i>-3.4%</i>	<i>4,375</i>	<i>4,701</i>	<i>-326</i>	<i>-6.9%</i>
Wharf Woody	80	72	8	11.1%	223	217	6	2.8%
<i>Grand Total</i>	<i>1,253</i>	<i>1,286</i>	<i>-33</i>	<i>-2.6%</i>	<i>4,598</i>	<i>4,918</i>	<i>-320</i>	<i>-6.5%</i>

Historical passengers per revenue hour beginning in fiscal year 1997 are shown in Table 4C. The table shows that average passengers per hour on the Downtown-Waterfront Shuttle and Wharf Woody increased from 36.9 in September 2005 to 40.1 in September 2006. Figure 1 presents month-to-month comparisons of passengers, revenue hours, and passengers per revenue hour for FY 2006 (beginning July 2005) and FY 2007 (beginning July 2006).

Marketing/Public Information

- Food & Home Magazines features the shuttle in their regular article, "A Perfect Day in Downtown Santa Barbara."
- The shuttle route is featured in all "Santa Barbara Car Free" collateral. Flyers are available on all Amtrak Surfliner trains.
- The "Santa Barbara Car Free" brochure for the MTD's Line 22 service to Santa Barbara's Highlights features the shuttle as a connection from the beach to Line 22.
- The shuttle route is now featured on the new map in the explore section of Santa Barbara Seasons magazine.

- The shuttle route is featured in the "Cultural Arts" brochure, which is produced by the Downtown Organization.
- Passenger information cards with detachable perforated pocket-sized schedules are distributed at more than twenty locations along the route, including lodging establishments and the visitors' center.
- Partnership website links are provided by "Santa Barbara Car Free," Amtrak, the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- City of Santa Barbara seals are displayed on all Downtown-Waterfront Shuttle vehicles.
- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, and is working with the Bureau on the "Tour de California" bicycle race.
- The shuttle was featured in the article "52 things in no particular order" in Santa Barbara Magazine.
- MTD staff attends Cabrillo Boulevard and State Street hotel staff meetings to conduct individualized marketing regarding the Downtown-Waterfront Shuttle. MTD staff reminds hotel staff of the benefits of the service, so that they, in turn, will notify their guests.

COMMUTER LOT SHUTTLE

As shown in Table 3, ridership on the Carrillo Lot Shuttle decreased from 2,022 in September 2005 to 1,358 in September 2006, for a substantial 32.8 percent decrease. The service operated for 21 weekdays in September 2005 and 20 weekdays in September 2006. This decrease in the number of days of operation explains a portion of the decrease.

TABLE 3
Carrillo Lot Shuttle Ridership & Revenue Hours

	September		Change		Jul. through Sep.		Change	
	FY 2007	FY 2006	Number	Percent	FY 2007	FY 2006	Number	Percent
Ridership	1,358	2,022	-664	-32.8%	4,650	5,514	-864	-15.7%
Revenue Hours	99	104	-5	-4.8%	312	317	-5	-1.6%

Note: Service previously provided by the Cota Lot Shuttle was incorporated into the Crosstown Shuttle in December 2001.

The Carrillo Lot Shuttle transported an average of 19.4 passengers per hour in September 2005, and 13.7 passengers per hour in September 2006. MTD staff will continue to monitor the performance of the service.

TABLE 4A: Downtown-Waterfront Shuttle & Wharf Woody Ridership

Month	Fiscal Year										
	1996-97	1997-98	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
Jul.	98,241	92,189	97,054	103,154	102,022	103,187	79,353	88,387	81,585	78,272	78,365
Aug.	103,405	101,121	108,564	101,002	97,951	88,542	80,333	90,333	78,769	72,589	70,112
Sep.	66,746	58,164	71,624	65,910	71,657	61,243	50,144	51,220	51,179	47,508	50,268
Oct.	56,328	58,462	60,367	60,582	53,844	39,240	41,717	48,541	41,015	40,451	
Nov.	49,914	49,034	48,566	48,765	39,560	30,184	36,240	35,899	32,307	34,528	
Dec.	43,341	44,580	49,594	51,678	46,700	31,026	33,443	31,832	30,376	31,672	
Jan.	43,616	43,255	53,226	44,209	44,252	28,609	38,051	36,212	28,900	33,439	
Feb.	53,768	36,117	45,960	44,036	29,607	29,717	34,602	33,550	28,036	34,767	
Mar.	62,611	46,940	50,564	52,424	44,327	32,254	44,913	40,149	36,855	34,382	
Apr.	61,503	53,663	48,764	64,209	54,134	32,374	41,557	40,577	38,992	37,411	
May	68,020	61,671	59,245	60,669	53,860	38,683	44,617	44,931	45,329	43,778	
Jun.	67,881	69,484	66,486	65,894	74,342	55,262	59,577	55,334	61,238	58,199	
Total	775,374	714,680	760,014	762,532	712,256	570,321	584,547	596,965	554,581	546,996	

TABLE 4B: Downtown-Waterfront Shuttle & Wharf Woody Revenue Hours

Month	Fiscal Year										
	1996-97	1997-98	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
Jul.	1,784	1,490	1,494	1,702	1,920	2,057	2,035	2,036	2,002	1,866	1,665
Aug.	1,780	1,536	1,589	1,697	1,840	2,058	2,030	2,051	1,952	1,766	1,679
Sep.	1,206	1,129	1,308	1,370	1,395	1,282	1,362	1,292	1,297	1,286	1,253
Oct.	1,184	1,160	1,276	1,280	1,286	1,169	1,320	1,282	1,217	1,219	
Nov.	1,138	1,017	1,192	1,090	1,098	974	1,128	1,114	1,062	1,058	
Dec.	1,281	1,134	1,379	1,261	1,427	1,141	1,150	1,123	1,084	1,082	
Jan.	1,204	1,061	1,269	1,128	1,130	1,018	1,168	1,176	1,146	1,140	
Feb.	1,149	1,013	1,129	1,110	1,085	994	1,062	1,102	1,026	1,035	
Mar.	1,195	1,040	1,094	1,108	1,145	1,047	1,187	1,128	1,119	1,133	
Apr.	1,178	1,038	1,147	1,192	1,324	1,067	1,183	1,067	1,114	1,109	
May	1,295	1,147	1,240	1,268	1,613	1,206	1,379	1,214	1,251	1,215	
Jun.	1,276	1,257	1,343	1,390	1,705	1,534	1,590	1,717	1,711	1,490	
Total	15,669	14,021	15,460	15,596	16,968	15,547	16,594	16,302	15,981	15,399	

TABLE 4C: Downtown-Waterfront Shuttle & Wharf Woody Passengers per Hour

Month	Fiscal Year										
	1996-97	1997-98	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
Jul.	55.1	61.9	65.0	60.6	53.1	50.2	39.0	43.4	40.8	41.9	47.1
Aug.	58.1	65.8	68.3	59.5	53.2	43.0	39.6	44.0	40.4	41.1	41.8
Sep.	55.3	51.5	54.8	48.1	51.4	47.8	36.8	39.6	39.5	36.9	40.1
Oct.	47.6	50.4	47.3	47.3	41.9	33.6	31.6	37.9	33.7	33.2	
Nov.	43.9	48.2	40.7	44.7	36.0	31.0	32.1	32.2	30.4	32.6	
Dec.	33.8	39.3	36.0	41.0	32.7	27.2	29.1	28.3	28.0	29.3	
Jan.	36.2	40.8	41.9	39.2	39.2	28.1	32.6	30.8	25.2	29.3	
Feb.	46.8	35.7	40.7	39.7	27.3	29.9	32.6	30.4	27.3	33.6	
Mar.	52.4	45.1	46.2	47.3	38.7	30.8	37.8	35.6	32.9	30.3	
Apr.	52.2	51.7	42.5	53.9	40.9	30.3	35.1	38.0	35.0	33.7	
May	52.5	53.8	47.8	47.8	33.4	32.1	32.4	37.0	36.2	36.0	
Jun.	53.2	55.3	49.5	47.4	43.6	36.0	37.5	32.2	35.8	39.1	
Avg.	49.5	51.0	49.2	48.9	42.0	36.7	35.2	36.6	34.7	35.5	

Note: In July and August of FY 2005-06, the data reflect the decrease in the Wharf Woody from a daily service to weekends only.

FIGURE 1
FY 2006 and FY 2007
Downtown-Waterfront Shuttle & Wharf Woody

